



AN INTERNATIONAL DEVELOPMENT AND REFUGEE AID ORGANIZATION

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CONCERN AMERICA'S 15th ANNUAL WALK OUT OF POVERTY REQUEST FOR DONATIONS AND UNDERWRITING OF EVENT

Event: Walk Out of Poverty, March 31, 2012

Event Location: Mile Square Park in Fountain Valley, CA

Event Description: Walk-a-thon: a family-oriented, fundraising event where people of all ages and backgrounds come together to raise money to support Concern America's efforts to improve the lives of economically impoverished communities around the world. Walkers receive T-shirts, and prizes are awarded to those who raise the most money. Past prizes for walkers have included Asics running shoes, iPods, restaurant gift certificates, and gift baskets. Free food and drink are provided for participants.

Demographic of Attendees: Annually, the more than 500 participants include families with both small and older children, high school students, and adults. All are concerned about the world, economically impoverished peoples, and the environment. These are people who are active participants in their communities.

What will donating company/organization/individual get by donating? All entities that donate \$250.00 or more (or the equivalent in in-kind donations) will be listed on event T-shirts. Entities that donate \$1,000.00 or more (or equivalent) will be listed on event T-shirts with their logo, as well as on our website. All donations are tax deductible to the full extent of the law. All entities will receive a thank you letter acknowledging the donation and its monetary value. Signage at the event will list all donating companies and organizations.

What publicity is planned for the event? Planned publicity for the event includes two mailings to our donor base as well as to past walkers (November, 2011 and January, 2012), and press releases and announcements to area media outlets.

Donation Confirmation Date: To be listed on the T-shirt and/or website, please confirm your donation by March 5, 2012. (Please note: this deadline is given to allow time for T-shirts to be printed. Donations may be made and are welcome at any time.)

What we are requesting? We are asking for monetary donations to underwrite the costs of the event, as well as in-kind donations of food/drink items, prizes, and other event-related items.

Concern America Tax Status and EIN/Federal Tax ID: 501 (c) (3), 23-7273488

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Description of Organization: Concern America is a nonprofit, nonsectarian, nongovernmental international development and refugee aid organization. Everything Concern America does is designed to enable local people in materially poor regions to permanently lift themselves out of poverty. Some results of the work done by nonsalaried volunteers are: healthy children; a decline in the number of life-threatening diseases; access to safe and reliable water sources; appropriate sanitation systems; active and trained community leaders; respect for life patterns of indigenous peoples; local and lasting employment opportunities; public health systems. Concern America was a finalist in 2007 and 2010 for the prestigious Conrad N. Hilton Humanitarian, was recently the recipient of the 2010 Albert Schweitzer Award of Excellence, and continues to be awarded the "Best in America" Seal of Approval from the Independent Charities of America. Concern America is currently engaged in development projects in Mexico, El Salvador, Guatemala, Colombia, Mozambique, and West Africa.